

Long-Term Insights Briefing Focus Area:

Digital technologies

Realising the opportunities created by rapidly changing digital tools and platforms and, considering the broader economic and legal implications including in relation to the global marketplace, how will digital technologies influence the sustainability of the creative and cultural sector ecosystem into the future?

What we have heard

“The shift towards digital content and platforms has led to **changes** in **audience behaviour**”

“New types of IP – such as **NFTs** and **AI** will present further **copyright challenges** – i.e. IP re code and locked down ownership by big tech players”

“**Innovation** is one of the key drivers to ensuring the **future of the arts and creative sector** and it needs to be better **supported**”

“There are emerging issues around **monetising digital content**, the increasing competition seen amongst the global market, and the creation of a **‘digital divide’**”

“**Regulatory intervention** for **digital platforms** may be needed to both **protect New Zealanders** from **dis/misinformation** and to ensure our content **creators** are **protected** and **paid fairly**”

“More online platforms – more **likelihood** of **rights breached**. Creators have a greater **awareness** of rights through **advocacy**”

“People are **increasing** their **online engagement** and this shift is creating **challenges** for **smaller organisations and art/cultural forms** that require the element of in-person experience”

“**Connectivity** between technologies will be phenomenal in the **future** and NZ should find ways to **follow this trend**”

“Technology might lend itself to more **creativity** in terms of **productions** e.g. digital or animated books”

“What are the opportunities we have to get **our stories out there**? We need to think about how to **support** the **local** broadcast of our **stories** and find **domestic audiences**”

“**Marketing** and **publicity** are important parts of making projects, as is **understanding audiences** – there could be a social media channel just for screen content”

“In 20 years, **consumers** will have even more **choice and control** of what they watch and how they watch it. Industry will have to add value in a complex ecosystem. Will need to **partner with creatives** and give consumers what they love in a way they want to consume it”

“Intersection between **culture and innovation** and the role of the sector in the innovation space. The sector is an under-resourced fountain of new ideas that can help **New Zealand recontextualise** a lot of its **future challenges**”

Long-Term Insights Briefing Focus Area:

Digital technologies

Realising the opportunities created by rapidly changing digital tools and platforms and, considering the broader economic and legal implications including in relation to the global marketplace, how will digital technologies influence the sustainability of the creative and cultural sector ecosystem into the future?

What others are saying

“Advances in technology, though, are presenting a new consideration for museums....Now people are turning to “augmentive technologies” such as haptic vests and smart hairclips that translate sound into vibration for the deaf or hard of hearing....While it might be a bit of a science fiction fantasy to imagine future museum visitors experiencing art in a whole new way, the wearable tech trend is accelerating quickly and museums need to begin accommodating it now”

[Emerging Trends in the Museum World, Art New England, May/June 2022, artnewengland.com](#)

“Many stakeholders argue there are opportunities for the sector to learn from the pandemic and develop its digital capability. They call for more funding for technological innovation in arts and culture, focusing on cross-sector collaboration and R&D. Other recommendations include bridging arts and culture and technology within formal education and improving diversity and accessibility in the sector”

[The impact of digital technology on arts and culture in the UK, Research Briefing, Published Tuesday, 10 May, 2022, post.parliament.uk](#)

“Many artists around the world have seen lost revenue since the beginning of the COVID-19 pandemic. Tours were cancelled, traditional press rollouts had to either adapt or fail, and artists were forced to promote their albums online through livestreams or rely on crowdfunding platforms for their income. Cryptocurrency, or digital assets, therefore, seem a likely fit for releasing and promoting a digital album in a revenue-generating way”

[thebigidea.nz](#)

“Technology like 5G will transform innovation in industries such as TV, film, music, advertising, theatre, the arts, and digital. Not just in content production, but also across existing production, distribution and consumption models... 5G also has the potential to change how our artistic work is made, seen and circulated. It will give artists and audiences a thrilling opportunity to engage with our rapidly changing world”

[digicatapult.org.uk](#)

“As these digital or virtual worlds become more common there will surely only be more opportunities for creative and artists to work within them. The design of the metaverse in the first place comes from the artists themselves and there seems as though there is more chance of protecting that space from bad actors”

“How successful the metaverse is for digital artists will ultimately depend on who gains control of it. This is still a relatively new world for everyone involved. But, if the current ideals were kept, then it would seem to be a world that artists can enjoy”

[The Future Of Digital Art And The Metaverse?, Mark Westall, 28 April 2022, fadmagazine.com](#)

“AI will develop exponentially, showcasing its limitless potential in areas we currently think of as technology-free zones. Art could be one of these areas, with AI even enabling machines to produce and make better works than humans. Blockbuster films could be written by AI and made using CGI – with no human actors”

[20 Predictions for the Next 20 Years, KPMG, home.kpmg/au](#)

Digital technologies - what we would like to discuss

Start workshop with a visioning activity:

- It is February 2040, thinking about the topic [B, C, D, E] what do you think the newspaper headline would be, OR
- What would the youngest person in your family be doing in 2040, OR
- You are recalling the past two decades from 2020 to 2040, what key changes do you think would have happened in the work that you do?

What is happening now (in 2022) or will happen that will influence this? And when?

- What is on the horizon, what are the trends? (Introduce wild cards, ideas)
- What is strengthening, weakening, wild cards, and weak signals?
- When might they happen? (short term, medium term, long term)

What might Manatū Taonga need to do to meet these challenges / embrace opportunities and when?